

Effective Date: 2025-04-23

Yellow Lemon Photo Booth ("we", "our", "us") values your privacy and is committed to protecting your personal information in accordance with the Protection of Personal Information Act (POPIA) of South Africa.

This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal information when you interact with our website, services, and photo booth experiences.

1. Information We Collect

We may collect the following types of personal information:

- **Contact Details:** Email address, phone number, delivery address
 - **Photographic Images:** Photos taken using our photo booths
 - **Payment Information:** Billing details (we do not store credit card information)
 - **Event Details:** Venue location, event type, and dates
 - **Technical Information:** IP address, browser type, device information, and usage data
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2. How We Collect Information

We collect information through:

- Direct interactions (e.g., when you make a booking or contact us via whatsapp , email or website form)
 - Automated technologies (e.g., website cookies and analytics)
 - Third-party platforms (e.g., social media integrations or payment gateways)
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3. Use of Personal Information

We use your personal information to:

- Provide and manage our photo booth services
- Process bookings and payments
- Communicate with you regarding your event
- Improve our products and services

- Send you marketing materials (with your consent)
 - Comply with legal and regulatory obligations
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4. Sharing of Personal Information

We do not sell your personal information. We may share it with:

- **Service Providers:** Such as photographers, event staff, and delivery partners
- **IT and Payment Processors:** For secure data handling and processing
- **Legal Authorities:** When required by law or legal process

All third parties are required to maintain the confidentiality and security of your data.

5. Data Security

We implement appropriate technical and organisational measures to protect your personal information from accidental or unlawful destruction, loss, alteration, unauthorised disclosure, or access.

6. Retention of Information

We retain your information only as long as necessary to fulfil the purposes for which it was collected, or as required by law.

7. Your Rights Under POPIA

You have the right to:

- Access your personal information
- Request correction or deletion of your data
- Object to the processing of your data
- Lodge a complaint with the Information Regulator (South Africa)
- Request that we do not use your images for marketing purposes (this is disclosed in our terms and conditions listed on our website and on the quote/invoice documentation sent to you)

To exercise any of these rights, please contact us using the details below.

8. Cookies and Tracking Technologies

Our website may use cookies to improve user experience and gather analytics. You may disable cookies in your browser settings.

9. Third-Party Links

Our website may contain links to third-party sites. We are not responsible for the privacy practices of such sites. Please review their privacy policies separately.

10. Contact Us

If you have any questions or requests regarding this policy or how we handle your personal data, please contact:

Yellow Lemon Photo Booth

Email: Christa@ylpb.co.za

Phone: 0842653531

Address: Brackenfell, Cape Town, 7560

Website: <https://www.yellowlemonphotobooth.co.za/>

11. Changes to This Policy

We may update this Privacy Policy from time to time. We encourage you to review it periodically for any changes. The latest version will always be available on our website.